# **Promote Your Brand Throughout the Year**

#### **2024 AGRICULTURE OBSERVANCES**

Aligning promotional products with holidays and observances throughout the year enhances brand visibility, drives sales, and fosters lasting relationships.



Your trusted partner for branded merchandise.

#### **January**

1/7-1/13: Thank Your Customers Week 1/15: National Hat Day

## **February**

American Heart Month

Black History Month

2/11: Day of Women & Girls in Science

2/18-2/24: Engineers Week

#### March

Planting Season
Women's History Month

Nutrition Month

3/1: Employee Appreciation Day

3/4-3/8: Ag Safety Awareness Program Week

3/8: International Women's Day

3/17-3/23: National Ag Week

3/18: Global Recycling Day

3/19: First Day of Spring

3/19: National Ag Day

3/21: Women in Ag Day

3/22: World Water Day

### **April**

Earth Month

International Customer Loyalty Month

Diversity Month

Stress Awareness Month

4/14: National Gardening Day

4/14-4/20: Volunteer Week

4/22: Earth Day

### May

Clean Air Month
Women's Health Month
5/6: National Beverage Day
5/12-5/18: Women's Health Week
5/27: Memorial Day

#### June

Safety Month
Great Outdoors Month
Men's Health Month
6/5: World Environment Day
6/10-6/16: Men's Health Week
6/19: Juneteenth
6/23: International Women in
Engineering Day

### July

Fair Season

Events & Field Days

7/4: Independence Day

### **August**

Golf Month

## September

Food Safety Education Month Suicide Prevention & Awareness Month 9/2: Labor Day

9/15-9/21: Farm Safety & Health Week

9/22: First Day of Fall

### **October**

Farm to School Month

10/1: International Coffee Day

10/10: World Mental Health Day

10/12: Farmer's Day

10/15: Day of Rural Women

10/16: World Food Day

#### **November**

Gratitude Month
Native American Heritage Month

11/8: STEM Day

11/11: Veterans Day

11/15: Recycling Day

#### **December**

Seasonal/End-of-the-Year Gifting 12/5: World Soil Day

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